

ORDER



Orders	Order / Rev:	<u>105939</u>		
	Alt Order #:	<u>06842091</u>		
	Product Desc:	<u>HORSFORD 4 CONGRESS</u>		
	Estimate:	<u>1609</u>		
	Flight Dates:	<u>09/25/12 - 10/01/12</u>	Primary AE:	<u>Amy McCreary</u>
	Original Date / Rev:	<u>08/24/12 / 08/24/12</u>	Sales Office:	<u>BLPHI</u>
	Order Type:	<u>GENERAL</u>	Sales Region:	<u>National</u>
Agency	Name:	<u>GMMB, Inc./ Washington D.C.</u>		
	Buying Contact:			
	Billing Contact:			
		<u>1010 Wisconsin Ave. NW</u>	Billing Type:	<u>Cash</u>
		<u>Washington, DC 20007</u>	Billing Calendar:	<u>Broadcast</u>
			Billing Cycle:	<u>EOM/EOC</u>
			Agency Commission:	<u>15%</u>
Advertiser	Name:	<u>Horsford for Congress</u>		
	Demographic:	<u>A35+</u>		
	Product Codes:	<u>PLC02</u>		
	Priority:	<u>SELECT PRIORITY CODE</u>		
	Revenue Codes:	<u>POLITICAL/AGY, PCAN, GEN</u>		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	35	\$10,670.00	\$9,069.50
10/01/12	10/01/12	1	\$1,100.00	\$935.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	35	\$10,670.00	\$9,069.50	0.00
October 2012	1	\$1,100.00	\$935.00	0.00
Totals	36	\$11,770.00	\$10,004.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	31%	\$11,770.00
Market	100%	\$37,967.74

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$9,871.61
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$6,074.84
KTUD	1%	\$379.68
KVVU	18%	\$6,834.19
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$3,037.42

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	M-F 5-6a WakeUp w/Wagners	5-6a		- TWTF--	:30	1	\$90.00	4	0.00	NM	1	\$90.00

NEWS

<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
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Order / Rev: 105939
Alt Order #: 06842091
Flight Dates: 09/25/12 - 10/01/12

Advertiser: Horsford for Congress
Product Desc: HORSFORD 4 CONGRESS
Estimate: 1609

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	M-F 5-6a WakeUp w/Wagners	G	5-6a	- TWTF--	:30	1	\$90.00	4	0.00	NM	1	\$90.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12															
E 2	KSNV	09/25/12	09/28/12	M-F 6-7a WakeUp w/Wagners	G	6-7a	- TWTF--	:30	3	\$175.00	4	0.00	NM	3	\$525.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12															
E 3	KSNV	09/25/12	09/28/12	Today Show	CM	658a-9am	- TWTF--	:30	3	\$200.00	4	0.00	NM	3	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12															
E 4	KSNV	09/30/12	09/30/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,300.00	3	0.00	NM	1	\$1,300.00
MEE THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12															
E 5	KSNV	09/30/12	09/30/12	Chris Matthews 9:30AM	SM	9:30a-10a	-----S	:30	1	\$135.00	4	0.00	NM	1	\$135.00
CHRIS MATHEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12															
E 6	KSNV	09/25/12	09/28/12	Rachael Ray	CM	11am-12pm	- TWTF--	:30	1	\$80.00	4	0.00	NM	1	\$80.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12															
E 7	KSNV	09/25/12	09/28/12	Noon News	CM	12-1230pm	- TWTF--	:30	2	\$125.00	4	0.00	NM	2	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12															
E 8	KSNV	09/25/12	09/28/12	The Agenda 1230pm	CM	1230-1p	- TWTF--	:30	2	\$100.00	4	0.00	NM	2	\$200.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12															
E 9	KSNV	09/25/12	09/28/12	Dr. Phil	CM	3-4p	- TWTF--	:30	1	\$150.00	4	0.00	NM	1	\$150.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12															
E 10	KSNV	09/25/12	09/28/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	- TWTF--	:30	1	\$145.00	4	0.00	NM	1	\$145.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12															
E 11	KSNV	09/25/12	09/28/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	- TWTF--	:30	1	\$175.00	4	0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12															
E 12	KSNV	09/25/12	09/28/12	M-F Early News	CM	5-630p	- TWTF--	:30	3	\$250.00	4	0.00	NM	3	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12															
E 13	KSNV	09/25/12	09/28/12	M-F Early News	CM	630-7pm	- TWTF--	:30	2	\$230.00	4	0.00	NM	2	\$460.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Jeopardy															
M-F Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		2				\$230.00		0.00			
E 14	KSNV	09/25/12	09/28/12	M-F Wheel	CM	7-730pm				- TWTF--		:30	2	\$230.00	4 0.00 NM
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		2				\$230.00		0.00			
E 15	KSNV	09/25/12	09/28/12	Face to Face w/ Ralston	CM	730-758pm				- TWTF--		:30	2	\$125.00	4 0.00 NM
CM Face to Face w/ J.Ralston															
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		2				\$125.00		0.00			
E 16	KSNV	09/29/12	09/29/12	Vegas Inc.	CM	6:30-8pm				-----S-		:30	1	\$100.00	4 0.00 NM
Vegas Inc.															
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1				\$100.00		0.00			
E 17	KSNV	10/01/12	10/01/12	Mon PR 8-10p	CM	8-10pm				M-----		:30	1	\$1,100.00	4 0.00 NM
Monday Prime 8-10pm															
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$1,100.00		0.00			
E 18	KSNV	09/30/12	09/30/12	NFL Football	CM	1P-9PM				-----S		:30	1	\$4,000.00	3 0.00 NM
NFL Football															
SUN NIGHT FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$4,000.00		0.00			
E 19	KSNV	09/25/12	09/28/12	M-F News 3 at Eleven	CM	11pm-1135pm				- TWTF--		:30	2	\$255.00	4 0.00 NM
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		2				\$255.00		0.00			
E 20	KSNV	09/25/12	09/28/12	The Tonight Show	CM	1135p-1237a				- TWTF--		:30	2	\$110.00	4 0.00 NM
Tonight Show															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		2				\$110.00		0.00			
E 21	KSNV	09/25/12	09/28/12	M-F Today Show III 4th 10AM	CM	10am-11am				- TWTF--		:30	1	\$80.00	4 0.00 NM
Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		1				\$80.00		0.00			
E 22	KSNV	09/25/12	09/28/12	M-F Today Show II 3rd 10AM	CM	9-10a				- TWTF--		:30	2	\$95.00	4 0.00 NM
M-F Today Show II															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		2				\$95.00		0.00			

Totals 36 \$11,770.00